

**PATENTS****UNITED STATES PATENT AND TRADEMARK OFFICE**

Application:	09/465,730	Examiner:	Alvarez, Raquel
Filed:	May 17, 2000	Art Unit:	3622
Inventor:	Hunter, et al.	Atty Ref.:	0108020-0533877
Title:	<b>SYSTEM AND METHOD PERMITTING MERCHANTS TO USE ELECTRONIC BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING SYSTEM</b>		

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**RESPONSE**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 01/11/2008, please consider the following remarks:

**Remarks** begin on page 2 of this paper.